

**VOID****VOID****'93 INDY 500 CHAMPION.**

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16 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

704000-007

**VOID****GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.****Present this Special Ticket Offer
at the area designated on the front
of this card.**

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**Good toward purchase of \$25
or more from the
Official Track Gear Catalog.**

Expires December 21, 1993. \$25.00 of Marlboro World Championships Team Official Track Gear (Offer for coupon holders only) toward Official Track Gear purchases. Limited to individual 21 years of age or younger. \$25.00 of Marlboro World Championships Team Official Track Gear (Offer for coupon holders only) toward Official Track Gear purchases. Not to be transferred, sold, or resold. No facsimile accelerated. Any other valid coupon does not count. Offer good only in U.S.A. Offer void in states and Wyoming or where otherwise prohibited. Offer valid to Philip Morris and its advertising agencies' employees. Cash value \$2.00.

VOID

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**Limit one offer. Twenty-one year olds or older.
No cash value accepted. Nontransferable.****VOID**

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SMOKERS SURVEY CONTINUED

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1. What is your regular brand of cigarettes that is, the brand you smoke most often?

Trade name

- My regular brand - 7 (Check one) Laramie King Size Ultra Lights Low Tar

- Lights Medium Full Flavor

- Pack Cigarettes Soft Wicks

- Lights Plus 1 year 1 to 2 years 2 to 3 years

- 3 to 5 years Over 5 years

5. What is your regular brand of cigarettes?

Trade name

6. Which of the following statements best describes the way you use cigarette coupons? (Check big answer below)

- I use almost any cigarette coupon I get

- I occasionally use coupons for cigarettes, even if they are not for my regular brand

- I only use coupons if they are for my regular brand

- I never use coupons to buy cigarettes

7. Which of the following best describes you? (Check one)

- White Caucasian Asian

- African-American Black American Indian

- Hispanic Other

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (List as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 20 packs.)

Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____
Brand Name _____ # of Packs _____

9. Please indicate below the estimate which brand you prefer among cigarette offers, such as a free gift with purchase, a \$2 for 1, or 10% off.

I look for special offers for my cigarettes. Seasonally Never

I like advantages of special offers for brands. Frequently Seasonally Never

10. More than my regular brand. Frequently Seasonally Never

11. Which of the following do you enjoy on a regular basis? (Check all that apply.)

- Travel Dancing Work on car
 Personal computers Golf Entertainment at home
 Photography Internet auto racing Sports
 Racquet sports Movies Hobbies
 Skiing Books Home repair
 Go to bars/nightclubs Go to restaurants

12. Please remove my name from mailing list.

By returning to the survey address and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and cigarette topics in the mail, subject to applicable state and federal law.

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Signature _____ Date of Birth _____